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# West Oakland



## Neighborhood Profiles

The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts, and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.



# City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland.

The mid 1700's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch up between his four sons.

In the early 1840's, the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpenter, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was met with tension by some Oakland residents. Beginning in 1882,

Congress passed a series of Chinese Exclusion Acts which legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism.

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake relief services.

World War II had a profound impact on the Oakland economy. Starting in the 1940's, local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related em-

ployment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprang up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African-Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

Oakland went through a tremendous adjustment period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban problems that hit other cities at that time: chronic unemploy-

## West Oakland

*In the mid-1800's, West Oakland was mostly marshland and oak groves. The area quickly changed when Oakland developed into a major port town and became the gateway to San Francisco. Oakland Point, which is located about two miles from the earliest settlements in Oakland, started out as a commuter suburb. It marked the western terminus of the Transcontinental Railroad. In 1862, at the foot of what is now Seventh Street, a wharf/ferry terminal was built and West Oakland became the final stop on the railroad.*

*After the Civil War, the Pullman Company introduced the sleeping car on the Railroad. The company hired African-American males as the porters of these cars and in 1925 the Brotherhood of the Sleeping Car Porters was formed. African-American labor pioneers C.L. Dellums and A. Philip Randolph worked together to form this union, the first all-Black union in the country. West Oakland, being at the end of the line, became the home for many of the Pullman Porters and their families.*

*The daily streetcar service connected downtown Oakland to the terminal and to downtown San Francisco. This helped stimulate commercial and residential development in West Oakland. The area between the ferry dock and downtown quickly filled with elegant Victorians built to house the rapidly growing population. These homes were converted into multi-unit apartments in the late 1890's as the population continued to grow. West Oakland's population exploded in 1906 as thousands fled the San Francisco earthquake and fire.*

*During these early years of development, many of Oakland's most prominent institutions were established. The first Black church in Oakland, First AME (African Methodist Episcopal) was founded in 1852 at the home of Isaac and Elizabeth Flood. The church became the center of activity for one of California's oldest Black middle class communities. Several other Black charities and self-improvement societies were also founded during the late 1800's.*

*World War I prompted shipbuilding in West Oakland. This industry spurred new waves of migration and helped West Oakland evolve into a strong working class neighborhood. West Oakland became one of the most diverse districts in Oakland with high numbers of African, Irish, Italian, Dutch, Mexican, and Portuguese Americans working and living in the area.*

*The number of immigrants employed in the shipbuilding industries rose again in the 1940's during World War II. African-Americans became the most prominent ethnic group in West Oakland. Their presence brought cultural activity and entertainment along Seventh Street. Jazz musician Horace Silver once referred to West Oakland as "the Harlem in California." After World War II however, there was a substantial loss of jobs. The year 1945 marked the end of the shipyard boom and the termination of the rail service along Seventh Street. It was the beginning of the drastic decline of West Oakland's economy.*

*As a result of the federal Urban Renewal programs in the late 1950's and 1960's, West Oakland experienced a series of devastating changes. New projects such as the Grove-Shafter and Cypress Freeways, BART, the Acorn Housing project, and the new Main Post Office brought significant economic and social change in the community. As a result of these projects, hundreds of families were displaced, the community was split in two, historic Victorian homes were demolished, and commercial activity along Seventh Street was weakened. The community organized in opposition to the displacement. Today although many of the issues that confronted it in the past still exist, great strides have been made towards revitalizing West Oakland.*

*The Loma Prieta earthquake of '89 destroyed housing, displaced residents, and caused the collapse of the Cypress Freeway. The City's plan to rebuild the freeway in its same location meant dividing the neighborhood once again. Local organizations, like the Citizens Emergency Relief Team (CERT) demanded an alternate route. The new route preserves the accessibility of Mandela Parkway, promotes commercial development and inspires the reconnection of the divided community.*

*Today, West Oakland is armed with strong visionary leadership and renewed dedication to its cultural legacy. Among the many active community based organizations are the West Oakland District Council and the Coalition for West Oakland Revitalization (CWOR). West Oakland is the oldest district in Oakland and is quickly rediscovering that it is also one of the most livable.*

ment, racial tensions, and the physical deterioration of once proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's, resulted in the dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the City. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic anti-draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor, in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 70's.

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was also badly damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. The new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

## Public Education in West Oakland *The Story of Our Schools*

The Oakland Unified School District, serving over 50,000 students, is the sixth largest district in the state. In the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population; the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a quality education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools offering special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help them meet or raise their aspirations, and (2) to help them develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

The school district works to meet these goals through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several years, in districtwide workshops which help to prepare teachers in the implementation of the new curriculum.

Special district-wide programs include:

- **A Comprehensive Technology Plan** which has placed computer and multimedia labs in almost all schools;
- **12 Career Academies in the 6 comprehensive high schools** which prepare students to enter college and/or begin careers;
- **Whole School Change Models** including Comer Pro-



cess, Models of Teaching, Accelerated Schools Process and Coalition of Essential Schools;

- **Bilingual Programs** for students who speak a language other than English at home;
- **Year Round Programs** which utilize the limited number of school sites to educate a growing population of young people;
- **Magnet Schools** emphasizing areas ranging from science and literature to performing arts and high technology;
- **Programs to boost student achievement** such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;

• **A Middle Grades Initiative** to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.

### Highlights from West Oakland...

The following highlights were chosen from responses to a survey distributed to all schools.

Carter Middle School has implemented an innovative program. Students participate in the

*Comer Development Program*. Based on the African proverb, "It takes a whole village to raise a child," it involves parents, teachers, the school planning management team, and a mental health team working together to create a climate of positive adult relationships that promote good child development, teaching and learning.

Foster Middle School and Lafayette Elementary are other examples of schools working to better equip students to realize their academic and personal potential. After participating in a basic training session, parents check out computers and software for the students' use at home for six weeks. By increasing the students' access to the tools of modern technology, Foster Middle School enables young people to participate more fully in an increasingly high-tech society.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 879-8582

| West Oakland         | 1992-93    |          | % LEP | Attendance | Stability Rate | Attendance Rate | AFDC % | Free/Reduced Lunch |       | Retention Rate |
|----------------------|------------|----------|-------|------------|----------------|-----------------|--------|--------------------|-------|----------------|
|                      | Attendance | Students |       |            |                |                 |        |                    | Lunch |                |
| Cole (4-6)           | 216        | 11       | 92    | 90         | 76             | 80              | 1      |                    |       |                |
| Hoover (K-4)         | 667        | 13       | 84    | 91         | 97             | 92              | 1      |                    |       |                |
| M.L. King, Jr. (K-3) | 516        | 10       | 88    | 92         | 60             | 74              | 6      |                    |       |                |
| Lafayette (K-6)      | 532        | 19       | 85    | 94         | 46             | 82              | 6      |                    |       |                |
| Prescott (K-6)       | 657        | 26       | 91    | 92         | 65             | 66              | 7      |                    |       |                |
| Carter Middle (6-8)  | 369        | 10       | 84    | 90         | 91             | 62              | 5      |                    |       |                |
| Foster Middle (5-8)  | 352        | 18       | 81    | 89         | 95             | 94              | 3      |                    |       |                |
| Lowell Middle (7-8)  | 326        | 11       | 82    | 87         | 64             | 69              | 15     |                    |       |                |
| Bunche Center        | 151        | 3        | 63    | 36         | 23             | 24              | 7      |                    |       |                |
| McClymonds (9-12)    | 630        | 6        | 81    | 92         | 93             | 57              | 9      |                    |       |                |

**Attendance** is the total number of students enrolled during the school year. **LEP % Students** represents the percentage of the student body enrolled in the Limited English Program. **Stability Rate** measures the percentage of students that remain in the same school for the entire year. **Attendance Rate** measures the percentage of total student enrollment in attendance during the school year. **AFDC Rate** represents the percentage of the total student enrollment receiving AFDC benefits. **Free/Reduced Lunch** measures the percentage of the total student enrollment receiving free or reduced lunches. **Retention Rate** represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.

## Community Development Block Grant

The Community Development Block Grant "CDBG" Program was initiated by the Office of Housing and Urban Development "HUD" in August of 1974. It is a federal program that is designed to assist local governments in the provision of safe, decent, and sanitary housing, and economic and community development activities. Under this program local governments have the power to autonomously distribute funds according to the greatest local needs. However, HUD strongly recommends three principal beneficiaries of these funds:

- 1) Activities that benefit low and moderate income individuals;
- 2) Activities that address urgent needs in local municipalities; and
- 3) Activities directed toward the elimination of slum and blight.

HUD and the CDBG program have been trimmed back in recent years. During 1997, 3% of CDBG allocated funds have been cut. However, with \$6 billion dollars needed in 1998 to renew Section 8 housing contracts, the CDBG program is threatened with cuts up to 35%.

\* Following is an inventory of the City activities funded with Community Development Block Grant funds. This inventory provides the total amounts allocated for each project between the years 1975-1987 and 1989-1994. Data for 1988 is not available. Projects that are district specific are listed first, followed by programs administered throughout the city as a whole.

All amounts are derived from the Office of Housing and Neighborhood Development's Annual Grantee Performance reports. Due to the changing reporting and project identification requirements over the history of the CDBG program, all totals should be considered approximate.

### West Oakland District Projects -- 1975 to 1987

| Project                   | Allocation  | Project                             | Allocation  |
|---------------------------|-------------|-------------------------------------|-------------|
| Housing Programs          | \$4,926,505 | Human Service Programs              | \$1,094,000 |
| Park Development Programs | \$436,000   | Commercial and Economic Development | \$3,243,000 |
| Public Works Improvements | \$2,401,000 |                                     |             |

### West Oakland District Projects -- Sample Five Year Allocation Pattern

(period covered 1989 -- 1994)

| Project   | Allocation | Project   | Allocation |
|---|------------|---|------------|
| Poplar Recreation Center Capital Improvements   | \$37,890   | Legal Assistance for Seniors: Seniors Homeowner Foreclosure Prevention Project                    | \$3,500    |
| Poplar Recreation Center Painting   | \$23,681   | Crossroads Family Center  | \$20,000   |
| Healthy Babies Project  | \$36,015   | Boys & Girls Club of Oakland: Career Beginnings   | \$20,000   |
| Supporting Future Growth Child Development Center, Inc.: Parent Child Outreach                | \$36,134   | Oakland Licensed Day-Care Operators' Association: Grandparents Respite Program                    | \$16,078   |
| Office of Parks and Recreation: Green Streets   | \$7,000    | Community Child Care Coordinating Council of Alameda County: McClymonds Teen Parenting Child Care |            |
| Alameda-Contra Costa Lions Central Committee For the Blind: Senior Independent Living Program | \$12,700   | Office of Parks & Recreation: DeFremery Pool Rehabilitation                                       | \$52,900   |
| Alameda County Youth Development, Inc.: George P. Scotland Youth and Family Center            | \$15,361   | DeFremery Recreation Center   | \$10,000   |
| Alameda County Community Food Bank: Shared Maintenance Scholarships                           | \$16,000   | Project Reconnect   | \$13,143   |
| Alameda-Contra Costa Council of Camp Fires: City Kids Program                                 | \$100,000  | Phase III: Substance Abuse Recovery Program   | \$75,000   |
| Family Violence Law Center: Family Violence Prevention Project                                | \$25,756   | Mary Ann Wright Foundation  | \$5,000    |
| Image of the Mind, Inc.: Student Empowerment Project  | \$8,000    | Healthy Babies Project  | \$80,792   |
| Shadow Tree   | \$11,000   | Department of Health & Human Services: Head Start Program   | \$16,000   |
| Berkeley Community Law Center   | \$6,256    | Community Child Care Coordinating Council of Alameda County                                       | \$15,000   |

## ant Allocations -- West Oakland

| Project  | Allocation | Project  | Allocation |
|--|------------|--|------------|
| Project SEED, Inc.   | \$88,871   | Career Training Institute  | \$21,460   |
| Center for Independent Living: Disability  | \$460      | Parent/Child Development Centers, Inc.: Get Well Center Rehabilitation       | \$22,094   |
| Housing Search and Counseling Services   |            | Lootie Johnson Memorial Housing  | \$20,764   |
| Black Women Organized for Educational Development: Black Women's Resource Center | \$7,000    | Oakland Licensed Day-Care Operator's Association: Capital Improvement Grants | \$52,447   |
| Team of Self-Esteem Foundation   | \$28,101   |  |            |
| Progressive Senior Citizens  | \$51,477   |  |            |
| Traveler's Aid Society of Alameda County: Homeplace Family Center                | \$9,500    |  |            |
| Oakland Senior Center  | \$13,626   |  |            |
| West Oakland Youth Development Center  | \$188,106  |  |            |

## City-Wide Projects -- 1997 through 1998

| Project  | Allocation   | Project  | Allocation   |
|--|--------------|--|--------------|
| ADMINISTRATION   | \$1,342,670  | City of Oakland, Library Services                              | \$132,034.50 |
| ECONOMIC DEVELOPMENT PROGRAMS                              | \$2,210,699  | Clausen House  | \$42,000.00  |
| HOUSING PROGRAMS:  |              | Community and Economic Development Agency                      | \$51,670.00  |
| Rehabilitation Loan Programs                               | \$3,000,000  | Community Child Care   |              |
| Vacant Housing/Housing Development Programs                | \$1,022,000  | Coordinating Council of Alameda County                         | \$64,703.00  |
| Self-Help Paint and Free Paint                             | \$400,000    | East Bay Spanish Citizen's Foundation                          | \$25,000.00  |
| Minor Home Repair  | \$425,000    | Elder Abuse Prevention   | \$28,000.00  |
| Access Improvement Program (AIP) Grants                    | \$165,000    | Elmhurst Food Pantry   | \$53,000.00  |
| Housing Counseling   | \$170,000    | Healthy Babies, Inc.   | \$20,749.50  |
| Fair Housing   | \$265,000    | Jobs for Homeless Consortium HOPE                              | \$20,949.00  |
| Shared Housing Program                                     | \$44,000     | Kennedy Tract Parent-Child Center                              | \$20,000.00  |
| Reverse Annuity Mortgage Program                           | \$24,000     | Legal Assistance for Seniors                                   | \$93,002.00  |
| Rental Assistance Program (first & last months rent)       | \$25,000     | Legal Aid Society of Alameda County                            | \$19,143.00  |
| Homeless Winter Relief                                     | \$250,000    | North Oakland Parish   | \$25,000.00  |
| NEIGHBORHOOD/PUBLIC SERVICES PROGRAMS                      |              | Oakland Potluck  | \$9,319.00   |
| A Safe Place   | \$19,286.00  | Oakland Private Industry Council                               | \$40,000.00  |
| Alameda County Food Bank                                   | \$137,129.00 | Oakland Asian Students Educational Services                    | \$10,334.00  |
| Alameda/Contra Costa Lions Central Committee for the Blind | \$6,695.00   | Office of Parks, Recreation, and Cultural Affairs              | \$259,955.00 |
| Alzheimer's Services of the East Bay                       | \$84,697.00  | Over (60) Health Care Center                                   | 25,000.00    |
| Bay Area Community Services                                | \$85,000.00  | Phase III Christian Services                                   | \$80,000.00  |
| Bay Area Black Consortium for Quality Health Care          | \$20,000.00  | Project Re-Connect   | \$67,857.00  |
| Berkeley Oakland Supportive Services                       | \$41,000.00  | Project Outreach   | \$73,900.00  |
| Boys and Girls Club of Oakland                             | \$59,620.00  | Project-SEED   | \$41,336.00  |
| Central East Oakland Community Development Corporation     | \$75,000.00  | San Antonio Community Development Corporation                  | \$155,010.00 |
| Centro Legal De La Raza                                    | \$5,000.00   | Spanish Speaking Unity Council                                 | \$25,000.00  |
| City of Oakland, Department of Aging                       | \$103,312.00 | St. Mary's Center  | \$71,000.00  |
|  |              | Supporting Future Growth                                       |              |
|  |              | Development Center, Inc.                                       | \$25,000.00  |
|  |              | The Highland Foundation  | \$50,000.00  |
|  |              | Women's Employment Resources/One-Stop Youth Information Center | \$50,000.00  |

## Homelessness in Oakland

The issue of homelessness has severely plagued Oakland since the late 1970's - early 1980's. Today, Oakland's growing low-income population is comprised of families with children, part-time workers, people from diverse backgrounds, some suffering from severe mental illnesses or substance abuse, victims of domestic violence, as well as people with AIDS. According to a report by Homebase, over 54,000 people in Alameda County had experienced an episode of homelessness by the year 1994. A report by the Alameda County Reinvestment Base Closure Committee estimated that an additional 30,000 individuals were at risk of becoming homeless due to the closing of Oak Knoll and Alameda Naval Air Stations alone. Oakland, with already 52% of Alameda's impoverished citizens, may continue to have one of the largest homeless populations in the Bay Area.

While there is no one cause for homelessness, there are four major factors that have increased the level of homelessness in the City of Oakland:

**1. Population growth.** Housing development has failed to keep pace with the growth in population. The rate of population growth in Oakland from 1980 to 1990 was just under 10%, while the growth rate for housing development was a mere 3%.

**2. Inadequate income & public assistance.** Over the last few years there has been a continuous decrease in income support. By 1995, Aid to families with dependent children had decreased 10% and GA benefits have been given a ceiling level. Minimum wage, once calculated as the wage necessary to sustain the least expensive subsistence levels, has failed to keep pace with inflation and changes in the economy. In an effort to stay off the streets, 20% of Oakland residents are forced to either double up in homes or live in substandard conditions.

**3. Lack of access to necessary support services such as medical care, child care, drug and alcohol recovery programs and mental health services.** Since 1980, the severe cuts in social services and welfare spending have hindered the ability of many low-income families and individuals to make ends meet. Many individuals have been forced out of their homes due to a lack of funds after covering something as simple as a doctor's bill or child care.

**4. Shortage of affordable housing.** The cost of housing in Oakland and the greater Alameda County is among the highest in the United States. Since 1989, the increase in housing prices has outpaced the increase in median household income.

Adding to those currently homeless or at risk to homelessness due to socioeconomic problems, the Loma Prieta Earthquake of 1989 and the Oakland Hills Firestorm of 1991 displaced a large number of Oakland residents. Prior to 1989, Emergency Services Network ("ESN") estimated on any given day that 4,500 individuals were homeless in the City of Oakland. After the earthquake, some 9,000 individuals were left on the streets and over 1,000 units of affordable housing were demolished.

In response to this loss of low-income housing, ten non-profit housing development corporations in Oakland and Berkeley formed the *Post-Quake Recovery Project* coordinated by East Bay Housing Organizations. Five years later this collaborative has permanently reopened or replaced 900 affordable homes.

In 1991, the Oakland Hills Firestorm displaced 6,000 to 10,000 individuals by destroying over 3,500 building structures. Of these building structures, 96% were residential units.

City administrators, in the 1980's and 1990's, put forth an aggressive campaign designed to eliminate homelessness. Through the City of Oakland's Office of Housing and Neighborhood Development, several affordable housing opportunities and services have been provided to Oakland citizens such as: the restoration of seven previously damaged residential hotels; a First Time Home Buying Program that offers both down payment and mortgage revenue assistance to low-income families and individuals; the addition of 175 new rental units to the housing market and rental assistance programs. However, in 1998, a \$6 billion HUD budget increase will be necessary to renew Section 8 contracts without jeopardizing CDBG funding.

In an effort to adhere to the policies set forth in the Oakland Homeless Plan, the City, through the interdepartmental/agency workgroup, has put in place several programs to benefit the homeless and very low-income population. Since the 1980's, local homeless organizations have experienced a shortage of shelter beds and supportive services for the homeless. In response to this shortage, the City has provided 281 more shelter beds to local homeless organizations and completed the rehabilitation of the Henry Robinson Multi-Service Center which provides homeless services, shelter beds and transitional housing units. The City has also provided funding for programs that provide one time grants or utility payments, rent move-in guarantees, assistance in the event of eviction, and money management assistance. Such programs include, but are not limited to: Eden Council for Hope and Opportunity, Oakland Homeless Families, Travelers Aid Society, East Oakland Switchboard, Sentinel Fair Housing, Berkeley-Oakland Support Services, A Safe Place, the Department of Social Services, and St. Mary's Center.

Although the City, with its Homeless Commission, and ESN have made gallant efforts to address the homeless problem, homelessness has continued to increase at a level outside the direct control of Oakland City Planners, social service agencies and other housing advocates. Many citizens are still at risk to homelessness due to the high cost of living matched with low monthly incomes and the impact of welfare reform. The City must therefore continue its homeless prevention campaign by developing new mitigating measures that involve the provisions of services along the continuum of care for the homeless population. Because homelessness affects all elements of the community, these new efforts must address the community *as a whole*.



## City Of Oakland Existing Land Use Legend

|  |   |
|--|---|
|  | Low Density Housing<br>Single to four family residential structures   |
|  | Medium Density Housing<br>Low rise residential structures, four to twenty units   |
|  | High Density Housing<br>High rise residential structures with at least twenty-five units  |
|  | Commercial<br>Retail commercial structures, office buildings, hotels, motels, automotive  |
|  | Industry<br>Industrial establishments, warehouses and storage facilities  |
|  | Parks<br>Public open space, recreational facilities, golf courses   |
|  | Public / Institutional / Civic<br>Schools, churches, hospitals, libraries, post offices, police and fire stations, public buildings |
|  | Vacant<br>Boarded-up buildings, abandoned store fronts, vacant lots, vacant structures  |
|  | Free-Standing Parking<br>Parking lots, parking structures   |
|  | Future route for the Cypress Freeway<br>Anticipated date of completion: 1999  |

The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color represents a different land use. Existing land uses in the district were identified through a series of "windshield" surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.

## Community Based Organizations \*

|   |  |   |
|---|--|---|
| Citizen's Emergency Relief Team<br>1136 - 34th Street, 94607  | Prescott Neighborhood Association<br>725 Chester Street, 94607         | Coalition for West Oakland Revitalization<br>1333 Broadway, 9th Floor, 94612                          |
| Oak Center Neighborhood Assoc.<br>1304 Magnolia Street, 94607 | Veterans Resource Council<br>2519 Martin Luther King Jr. Way,<br>94612 | Jubilee West, Inc.<br>1485 - 8th Street, 94607  |
| Oakland Community Organizations<br>634 - 21st Street, 94612   | Acorn Tenant Association<br>1120 - 8th Street, #D, 94607               | City of Oakland Community and Economic Development Agency ("CEDA")<br>1333 Broadway, 4th Floor, 94612 |
| Peralta Block Association<br>344 Peralta, 94607               | Acorn One Apartments<br>805 Filbert Street, 94607                      | West Oakland CEDA Hotline<br>Phone No. 510-238-3718   |
| United Neighbors for Clean-Up<br>864 - 22nd Street, 94612     |  |   |

## Community Meeting Facilities \*

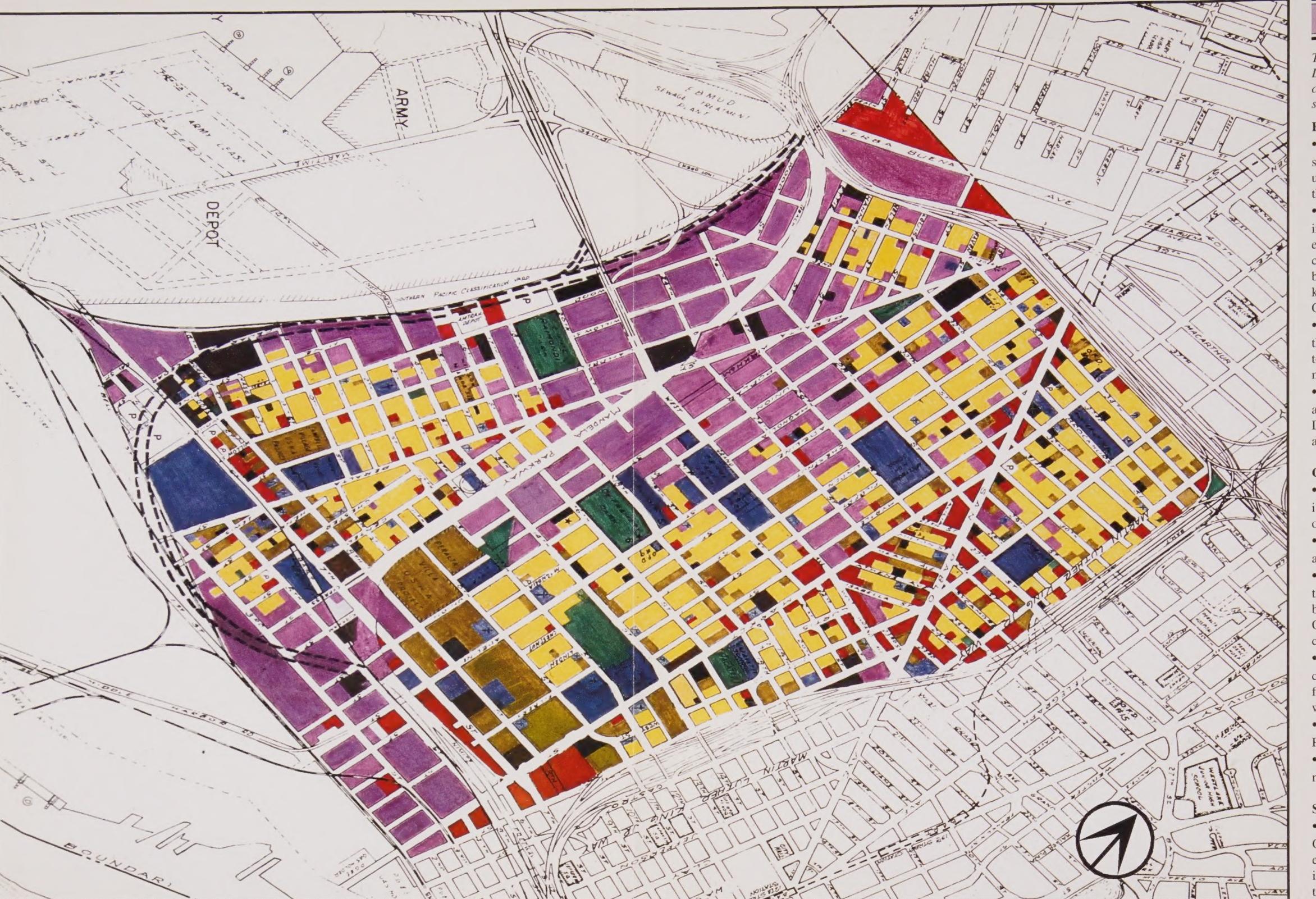
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|--|--|---|
| Progressive Senior Citizens<br>3310 Peralta Street<br>510-654-7427                   | DeFremery Recreation Center<br>1651 Adeline Street<br>510-238-7739       | Hilary Development<br>1919 Market Street<br>510-874-7171          |
| Poplar Recreation Center<br>3131 Union Street<br>510-658-3788                        | Oak Center Cultural Center<br>1324 Adeline Street<br>510-763-3990        | M. Robinson Baker YMCA<br>3265 Market Street<br>510-451-9622      |
| Boy's & Girl's Club of Oakland<br>920 - 24th Street<br>510-444-5211                  | Jubilee West<br>1448 - 10th Street<br>1640 - 10th Street<br>510-465-4346 | NAACP<br>663 - 35th Street<br>510-652-8493                        |
| West Oakland Library/<br>Multi-purpose Center<br>1801 Adeline Street<br>510-238-7352 | West Oakland Health Center<br>1724 Adeline Street<br>510-835-9610        | West Oakland Senior Center<br>1724 Adeline Street<br>510-238-7016 |

## Historical Landmarks

Central Pacific Railway Depot, 464/468 - 7th St.  
DeFremery House, 1651 Adeline Street  
Herbert Hoover House, 1079 12th Street  
Point Oakland Fire House, 1681 - 8th Street  
Seymour C. Davison House, 1527 Union Street  
Southern Pacific Railroad Station, 16th and Wood Sts.  
USS Potomac - 1660 Embarcadero  
Western Market Building, 1483/87 - 8th Street

## CD District Board

The West Oakland Community Development District Council has a 25 member Board of Directors and meets every second Wednesday of the month at 6:00 p.m. The meetings are held at the West Oakland Library, 1801 Adeline Street. The District Council is concerned about all neighborhood issues, and pays special attention to the areas of local economic development (particularly along 7th Street), providing affordable housing for local residents, youth and employment training. The District Council is also involved in the monitoring of the rebuilding and rerouting of the Cypress Freeway. For more information call: 510-238-3716



## West Oakland -- Community Concerns

The community concerns listed below are the result of a survey distributed to members of the Community Development Districts and other community organizations in the district. This summary is not intended to be exhaustive, nor are the concerns listed in any particular order. The purpose of this section is to encourage discussions between residents, service providers, public agencies, and the private sector around the general issues cited below.

### Residential

- Although strides have been made in the development of scattered site homes during the last decade, there continues to be numerous vacant lots and dilapidated properties that would benefit from development or rehabilitation.
- Additional single family, market rate housing is needed in West Oakland. Victorian Village and Victorian Court are examples of the fact that single family market rate housing can succeed in this district. Future developments should be held to the same criteria regarding design review in keeping with the historic Victorian architecture of West Oakland.

- The Federal debate over the fate of public housing and the Section 8 program necessitates interagency dialogue to protect the right to housing for Oakland's low and moderate income residents.

- The Mandela Parkway and 7th Street revitalization plans are ideal for mixed-use and other residential developments. Discussions for both projects should make these elements a priority.

### Commercial

- Commercial activity in West Oakland is inadequate. There is one supermarket, no banks, and the prices at district outlets are generally higher than those elsewhere.
- There are a disproportionate number of liquor stores and check cashing outlets in West Oakland.

- The 7th Street commercial revitalization effort represents the potential return of restaurants, night-life, and small businesses along that corridor. The Coalition for West Oakland Revitalization ("CWOR") and other organizations continue to work on strategies regarding this area.

- With the collapse of the Cypress freeway, industrial and commercial interests are working to assess the potential for new business development resulting from the new freeway construction and cleared Mandela Parkway.

- Commercial growth needs to occur in the area of San Pablo Avenue and 27th Street.

- The shopping center at Grand Avenue and Market Street needs to be refurbished and cleaned up.

### Services

- To address the high incidence of unemployment in West Oakland, residents would like to see the increased use of existing employment and training programs as well as the incorporation of new employment services within the activities of West Oakland based organizations.

- Churches in West Oakland continue to provide valuable services to residents. Increased collaboration between churches and community based organizations is essential to the realization of neighborhood revitalization objectives.

- Senior citizens in West Oakland have long been in need of a recreational/cultural center. Such a facility has recently opened on the corner of 18th and Adeline.

- There is a need for continued education regarding appropriate prenatal and infant care.

### Youth/Recreation

- West Oakland needs a comprehensive youth development center. This center should include: tutorial programs, mentoring, cultural/recreational activities, career counseling, computer education, and nutritional training.

### Public Safety

- Since the collapse of Cypress freeway, trucks moving heavy equipment through the West Oakland streets have produced high levels of noise and air pollution and contributed to the endangerment of pedestrians. It is anticipated that these problems will be abated with the completion of the new Cypress freeway.
- There is a concern about the East Bay Municipal Utilities District facility which was converted to maintenance and storage after the administrative offices relocated downtown. Residents are concerned that the environmental impact of this conversion has yet to be fully mitigated.
- Drug related crimes represent a significant public safety concern. To more effectively address this issue, drug prevention and rehabilitation programs require greater citizen involvement in the development of strategies.

### Opportunities for Development

- The Clawson School continues to represent an excellent opportunity for senior housing or similar development. The Citizens' Emergency Relief Team ("CERT") has been a part of such proposals. The Oakland Unified School District and the City of Oakland have begun to finalize the sale of the property and move forward.
- The East Bay Municipal Utility District building has been considered for the development of a comprehensive youth development center (see Youth/Recreation above), however, no specific site has been identified. This building, located at the corner of Adeline Street and Grand Avenue is considered by many to be ideal for this purpose, as well as a potential community asset.
- The Nabisco and old Carnation buildings, along with the Mandela Parkway all offer tremendous opportunities for commercial, mixed-use, community service, and residential development.
- The old Amtrak Station should be considered for future development projects.
- The reuse of the Oakland Army Base and Naval Supply Center properties is critical to West Oakland's future.

### Assets

- DeFremery Park
- Oak Center
- Historic and beautiful Victorian architecture.
- Raimondi Park
- Rich legacy of civic activism
- West Oakland Health Center
- Black Cowboys' Celebration
- Victorian Village and Victorian Court developments
- Land and Infrastructure of Army Base, Naval Supply Center and Shoreline

## West Oakland Business Listing

### 50 - 100 EMPLOYEES

- Dharma Enterprises
- Custom Alloy Scrap Sales, Inc.
- Guardian Foundation
- East Bay Conservation Corp.
- Comm Air-HQ
- Riley & Sons Construction, Inc.
- Sonni, Inc.
- East Bay Ford Truck Sales
- American Steel
- Growers Produce
- NV Heathon
- Peerless Stages, Inc.
- Bay Area Beverage Co.
- Bay Bridge Sportswear Co.
- P & C Pacific Bakeries, Inc.
- Schmitz Steel Products Co.
- Eller Media Group, Inc.
- Chiodo Candy Company
- Buran Equipment Company
- Peerless Coffee Company, Inc.
- Rels Foods
- Rufus Eliot, Inc.
- Hawk Transportation

### 101 - 250 EMPLOYEES

- Pacific Pipe Company
- Allied Security, Inc.
- VIP Display
- Linford Air & Refrigeration Company
- Aratex Service, Inc.
- American Building Maintenance Company

### 251+ EMPLOYEES

- City of Oakland, Office of Economic Development and Employment; City of Oakland, Office of Planning and Building; General Plan Team.
- Special Thanks To:
- Matson Navigator Company
- Scott Company of California
- Svenhard Swedish Bakery
- Oakland Scavenger Company

*The Neighborhood Profiles* is a project of the Oakland Citizen's Committee for Urban Renewal Community Information Service (OCCUR/OCIS). OCCUR is a non-profit organization providing technical assistance, training, monitoring, facilitation, and empowerment strategies on issues of housing, employment and neighborhood revitalization.

**OCCUR**  
1330 Broadway Suite 1030, Oakland, CA 94612  
510-839-2440

This project was made possible through funding by: City of Oakland Community & Economic Development Agency (CEDA), The James Irvine Foundation, The San Francisco Foundation and Union Bank of California.

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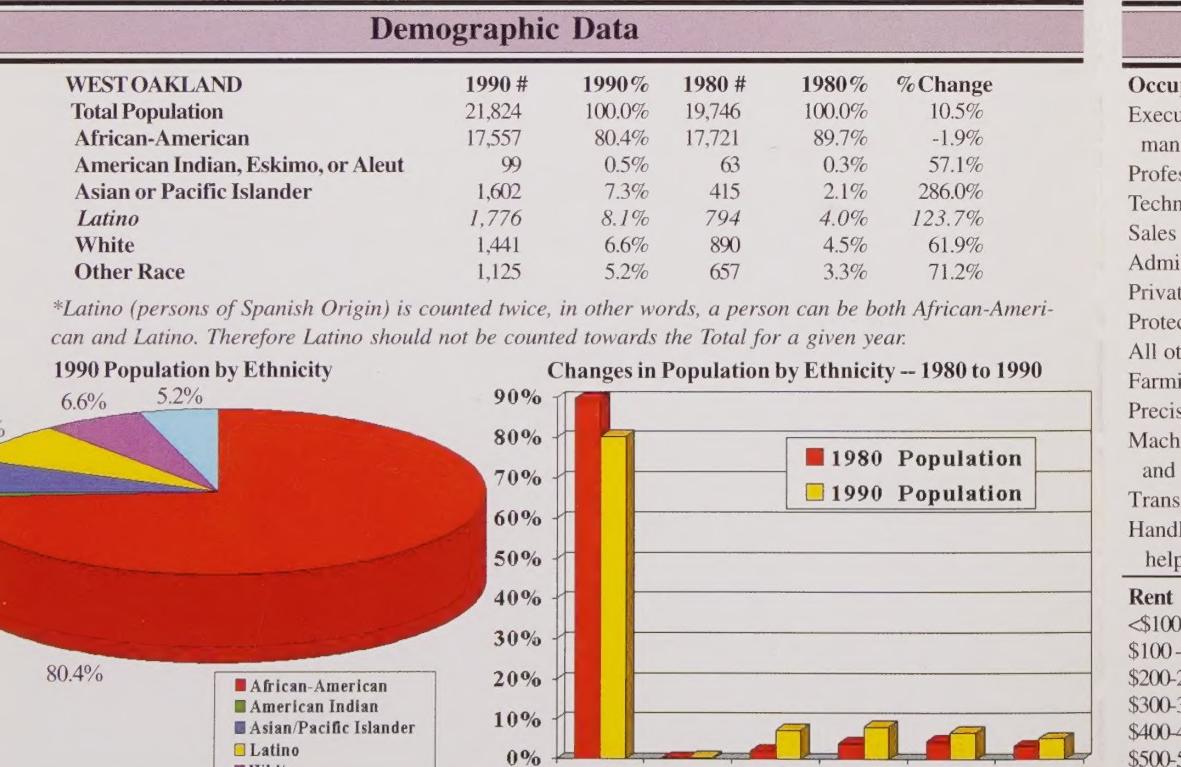
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### Demographic Data



### Economic and Housing Data

| Occupations                           | #         | %   | Employment Status  | #     | %   |
|---------------------------------------|-----------|-----|--------------------|-------|-----|
| Executive, administrative, managerial | 523       | 9%  | In armed forces    | 110   | 1%  |
| Professional specialty                | 573       | 10% | Employed           | 5,603 | 37% |
| Technicians and related support       | 229       | 4%  | Unemployed         | 1,381 | 9%  |
| Sales                                 | 451       | 8%  | Not in labor force | 7,904 | 53% |
| Administrative support                | 896       | 16% |                    |       |     |
| Private household service             | 142       | 3%  |                    |       |     |
| Protective service                    | 150       | 3%  |                    |       |     |
| All other types of service            | 1,132</td |     |                    |       |     |

# West Oakland Community Directory

## CHILD CARE SERVICES

### BANANAS

5232 Claremont Avenue, Oakland, CA 94618

Child care Referral

**510-658-0381**

Child care Positions

**510-658-7353 or 658-1409**

Provides information and referrals for parents and child care providers. No fees. Serving all of Oakland.

### Oakland Licensed Day-Care Operators Assoc.

5730 Market Street, Oakland, CA 94608

All Information

**510-658-2449**

Provides extensive services for child care providers and service referral for parents looking for child care. Membership fees for providers; fees based on income for day-care. Serving all of Oakland.

## EDUCATION AND EMPLOYMENT

### Jubilee West, Inc.

1485 - 8th Street, Oakland, CA 94604

All Information

**510-839-6776**

Provides housing, job, and educational service to the residents west of Cypress. Offers after school and summer recreational programs and tutoring for children. Assists children in financing their college education. No fees. Serving primarily West Oakland.

### Oakland Private Industry Council (PIC)

362 22nd Street, Oakland, CA 94612-3006

All Information

**510-891-9393**

Provides short term job training for limited-income job seekers. Job search workshops, career counseling. No fees. Serving all of Oakland.

### Women's Economic Agenda Project (WEAP)

449 - 15th Street, 2nd Floor, Oakland, CA 94612

All Information

**510-451-7379**

Provides education and advocacy on economic issues affecting low-income women. Information, referral services and resource bank. Donations requested. Serving all of Oakland.

### Black Women Organized for Educational Development

#### Black Women's Resource Center

449 - 15th Street, Suite 310, Oakland, CA 94612

All Information

**510-763-9501**

Information and referral, job listings, mentoring programs for youth. No fees. Serving all of Oakland.

### Peralta Community College/Laney College Community Education

900 Fallon Street, Room E203, Oakland, CA 94607

All Information

**510-464-3121**

Provides information and referral services for adult education programs. Fees vary. Serving all of Oakland.

## EMERGENCY AID

### Emergency Services Network

1212 Broadway, 15th Floor, Oakland, CA 94612

All Information

**510-451-3138**

Provides services to agencies and individuals who serve homeless and hungry persons. No fees for services. Serving all of Oakland.

## HEALTH CARE

### West Oakland Health Center

700 Adeline Street, by 8th Street, Oakland, CA 64607

All Information

**510-835-9610**

Full service community care clinic. Fees based on income; Medi-Cal/Medicare accepted. Serving West and North Oakland.

## HOUSING AND SHELTER ASSISTANCE

### Oakland Housing Authority

1619 Harrison Street, Oakland, CA 94612

All Information

**510-874-1500**

Provides subsidized rental housing for elderly, physically or developmentally disabled, or low income persons in Oakland. No fees. Serving all of Oakland.

## ECHO Housing Assistance Center/ Project Share

1305 Franklin, Suite 305, Oakland, CA 94612

All Information

**510-836-4826**

A shared housing service which offers referral, education and supportive services. No fees. Serving all of Oakland.

## LEGAL AID

### Legal Aid Society of Alameda County

510 - 16th Street, Oakland, CA 94612

All Information

**510-451-9261**

Handles family law, domestic violence, government benefits, domestic problems. Sliding scale fees. By appointment only. Serving all of Oakland.

### Alameda County Commission on the Status of Women

401 Broadway, Oakland, CA 94607

All Information

**510-268-2076**

Provides information and referral for women seeking knowledge on their legal rights in employment, housing, and domestic relations. No fees. Serving all of Oakland.

### Sentinel Fair Housing

565 - 16th Street, Suite 410, Oakland, CA 94612

All Information

**510-836-2687**

Fair housing program that investigates cases of housing discrimination. Counsels tenants and building owners on their rights and responsibilities. No fees. Serving all of Oakland.

## RECOVERY CENTERS

### Mandana House: Community Recovery Center

541 Mandana Boulevard, Oakland, CA 94610

All Information

**510-839-8844**

Community recovery center offering support and counseling groups focussing on alcohol, narcotics, co-dependency. No fees. Donations accepted. Serving Berkeley and all of Oakland.

### NAR-ANON

P.O. Box 3245, Oakland, CA 94609

All Information

**510-526-2455**

Provides information on drug abuse and support groups for the families and friends of substance abusers. 24 hour info-line. No fees. Serving all of Oakland.

### Alcoholics Anonymous

2910 Telegraph Avenue, Oakland, CA 94609

All Information

**510-839-8900**

Offers phone referral service to alcoholics. No drop-in service. 24 Hour Hot Line.

## SENIOR SERVICES

For all senior related services, please contact the City of Oakland Department on Aging.

**510-238-3121**

## YOUTH DEVELOPMENT

### Alameda County Youth Development

1651 Adeline Street, Oakland, CA 94607

All Information

**510-832-4544**

Provides family counseling, parenting skills, and an educational and youth development unit for youth in the Oakland area under the age of eighteen. No fees.

### SIMBA, Inc.

P.O. Box 27548, Oakland,

All Information

**510-839-4303**

Working with African-American adults who mentor African-American youth. Provides leadership skills, self awareness and education. Services provided through schools and throughout the community. No fees. Serving all of Oakland.